

MASTER FILE




UNITED STATES DEPARTMENT OF COMMERCE
Bureau of the Census
Washington, DC 20233-0001

January 19, 2001

DSSD CENSUS 2000 PROCEDURES AND OPERATIONS MEMORANDUM SERIES X- 2

MEMORANDUM FOR Ruth Ann Killion
Chief, Planning, Research and Evaluation Division

From: Howard Hogan 
Chief, Decennial Statistical Studies Division

Subject: Study Plan for the Operational Analysis of Non-Type of
Enumeration Area Methods, H-6

Attached is the study plan for the Operational Analysis of Non-Type of Enumeration Area (TEA) Tool Kit Methods, H-6. The Census 2000 Evaluation Program quality assurance process was applied to the methodology development and the study plan review process. The study plan is sound and appropriate for completeness and accuracy, and it answers its intended category questions as appropriate.

If you have questions about this study plan, please contact Michael Tenebaum on (301) 457-4410.

Attachment

cc: Evaluations Executive Steering Committee
K. Bennett (PRED)
L. Brudvig
J. Machowski
G. Sledge
B. Tinari (DMD)
D. Stewart
I. Hovland
N. Alberti (DSSD)

CENSUS 2000 OPERATIONAL SUMMARY
Study #H.6

I. NAME OF OPERATION

Operational Analysis of Non-Type of Enumeration Area Tool Kit Methods.

II. PROJECT MANAGER

Mike Tenebaum (DSSD)
(301) 457-4410
Michael.C.Tenebaum@ccmail.census.gov.

III. BACKGROUND

Tool kit methods (also referred to as targeted enumeration methods) are special enumeration procedures available for improving cooperation and enumeration in hard-to-enumerate areas. Note that there are some tool kit methods which are TEA related, such as urban update/leave, but this operational analysis does not deal with those methods.

A. Past Censuses and Tests

In the 1990 census there was no formal procedure for pre-identifying areas where tool kit methods would be implemented. Rather, some Regional Directors took the initiative to implement a special enumeration procedures in selected areas. While there were no formal evaluations of the use of tool-kit methods in the 1990 census, anecdotal reports suggested that special enumeration procedures were successful and should be formalized for Census 2000. As a result, an inter-divisional team was created to elicit ideas and recommend special enumeration methods starting with the 1995 Test Census. Among other tool-kit methods, the team recommended the use of **blitz enumeration**, which is the use of a group of enumerators to conduct the enumeration in a compressed time-frame, **team (or paired) enumeration**, which allows two enumerators to work together in areas where safety is a concern, and the use of **local facilitators**, such as long-time neighborhood residents or church leaders, to assist the enumerator in gaining entree to the neighborhood.

After the 1995 Census Test, an operational evaluation found that the use of blitz enumeration was very successful. There were some operational concerns about the use of team enumeration, and the use of local facilitators was not very successful primarily because of the lack of persons willing to serve as facilitators. There was no evaluation of tool kit methods in the 1996 Census Test nor in the Dress Rehearsal, and it is not clear as to how often they were used.

B. Census 2000

For Census 2000, the Regional Census Centers (RCCs) working in conjunction with Field-Headquarters and Local Census Office staff, developed Tract Action Plans for every census tract. These Tract Action Plans included the designation of areas (blocks or crew leader districts) for special enumeration methods such as blitz enumeration, team enumeration and the use of local facilitators. The RCCs used the Population Division Database for Census 2000 Planning, in conjunction with their knowledge of local conditions, to identify areas in which the tool kit methods might overcome barriers to enumeration. During the field followup operations, crew leaders were instructed to enter a notation on the address register cover in red to identify those assignment areas (AAs) where tool kit methods were implemented. This information was captured into the OCS2000 during check-in for evaluation purpose and will be made available as part of the Technology Management Office (TMO) Data Warehouse.

IV. QUESTIONS TO BE ANSWERED AND METHODOLOGY

1. What areas were targeted for tool kit methods based on the Database for Census 2000 Planning and what are the characteristics of those areas?

- a. Methodology

This information will be obtained by reviewing the information on the Tract Action Plans to identify the tracts flagged for the targeted methods. We will then summarize the characteristics of those tracts from the Database for Census 2000 Planning.

- b. Limitations

The demographic characteristics data on the Database for Census 2000 Planning reflect 1990 Census data.

c. Processing

The characteristics of the flagged tracts will be summarized using SAS. No special keying operations are required.

2. Which tool kit methods were actually used and where?

a. Methodology

This information will be obtained by determining from the TMO data warehouse if the tracts flagged for a targeted method (such as blitz enumeration) actually received that targeted method in the field. We will also determine if tool kit methods were implemented in tracts that were not targeted on the Database for Census 2000 Planning.

b. Limitations

The data is limited by the accuracy of the data in the TMO warehouse.

c. Processing

The comparison between the tracts flagged for a targeted method on the Database for Census 2000 Planning and the TMO warehouse data will be summarized using SAS. No special keying operations are required.

3. How effective were the special enumeration methods in the field?

a. Methodology

Field Division has obtained debriefing information from various levels of field staff. Some of this debriefing and focus group information provides qualitative feedback as to the effectiveness of the special enumeration methods in the field.

b. Limitations

As with any debriefing, the information is limited by the completeness and correctness of the feedback provided by the participants.

c. Processing

The results will be tabulated using desktop analysis software. No special keying operations are required.

4. What is the quality of the data in areas where tool kit methods were used compared to data in hard to enumerate areas where tool kit methods were not used?

a. Methodology

We will obtain description statistics (e.g. partial interviews, complete interviews, item N A rates, proxy interviews, closeouts) by extracting the information from the Census Unedited File (CUF).

b. Limitations

The quality of this data depends on our ability to accurately identify the areas where tool kit methods were used.

c. Processing

We will obtain the information from a CUF extract. The data will be summarized using SAS or other desktop analysis software. No special keying operations are required.

V. LIMITATIONS

This evaluation depends upon complete and accurate identification by the Local Census Offices and RCCs of the areas where the tool kit methods were implemented.

VI. MILESTONE SCHEDULE

Activity	Start Date	End Date
Develop Study Plan	09/01/99	01/28/00
Specify Data Needs	12/06/99	03/31/00
Conduct NRFU/CIFU	04/27/00	08/25/00
Delivery of the Data	08/11/00	02/23/01
Conduct Analysis	08/11/00	04/06/01
Start/End First Draft Report	10/16/00	05/04/01
Roundtable Presentation	05/14/01	06/01/01
Start/End Second Draft	06/04/01	06/29/01
Conduct Senior Level Review	07/02/01	07/20/01
Prepare Final For Signature	07/23/01	08/17/01
Issue Report	08/24/01	08/24/01

VII. COST INFORMATION

	FY '00	FY '01
Number of FTEs by Division	DSSD: 0.25	DSSD: 0.50
FTEs in Dollars (FTEs by \$150,000)	\$37,500	\$75,000
Contracts	None	None
Other	None	None

VIII. RELATED STUDIES/OPERATIONS

Not applicable

IX. REFERENCES

Miskura, Susan. (1993). "Report from the Took Kit Working Group." DSSD 2000 Census Memorandum Series #D-6. U.S. Bureau of the Census.

Tenebaum, M. and Vazquez, V. (1995). "Evaluation of Targeted Methods to Count Historically Undercounted Groups and Geographic Areas." 1995 Test Census Results

Memorandum No. 11. U.S. Bureau of the Census.

Raines, M. (2000). "Developing LCO Tract Action Plans." Presentation to Congressional Stakeholders. U.S. Bureau of the Census.

Killion, R.A. and Lopresti, B. (2000). "Technologies Management Office's Data Warehouse System and Census 2000 Evaluation Requirements." Internal Memorandum. U.S. Bureau of the Census.

Nonresponse Followup Crew Leader Manual (Form D-553). U.S. Bureau of the Census.